

Scenario Development

But prior to beginning Phase I, using scenario development techniques, we will identify the city's short and long-term infrastructure goals, vision for economic development and future growth as well as determine the available resources to assist in achieving desired results. We will use this information as a roadmap to begin the project.

To Be Done:

Refer to the Broadband Matrix Analysis work sheet

Define (list) the key constituency groups we need to interview.

- *Real Estate*
- *Economic development*
- *City Economic Development*
 - *3 Study Areas*
- *Carriers*
- *Government*
 - *City*
 - *Federal*
 - *County*
- *Business leaders*

Identity names of people to be interviewed

Draft Questions for Scenario Development Exercise

Present responsibilities for telecom

Area of expertise?

Title

Current role?

Background

Influencer/decision maker/

Needs

Immediate

Long term

Define broadband?

How do you see broadband impacting your job?

Is it a threat?

Do you see broadband being a positive / negative / no difference

Are you familiar with broadband efforts in Milwaukee

Users within city – Importance of broadband

What is your role in this process?

What are your expectations?

If these areas are developed, how will this impact your job?

Do you know what Smart growth is

Define broadband?

For???

Private network

Public network

Quasi private/public partnership

What do you see as the Broadband legacy

For redevelopment areas selected:

What factors went into these areas being selected.

List the major goals;

What percentage of the redevelopment has been completed?

What is the timeline?

Prioritize the targeted areas

The major players:

Desired outcomes

Type of area – Commercial / residential

Are there any political dynamics that may impact the planned development?

Planned new construction

What are the major highways in the area?

Business influences

What are the anticipated growth drivers?

Geographical layout such as rivers, highways, terrain, infrastructure

Types of tenants desired?